





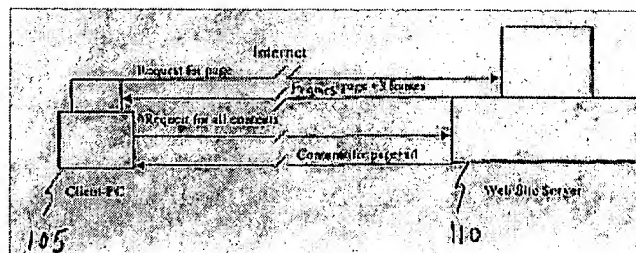


DELIVERING CONTENT AND ADVERTISEMENT**Publication number:** WO03050744**Publication date:** 2003-06-19**Inventor:** KOLSY MOHAMMED H (US)**Applicant:** SOFCAST INC (US); KOLSY MOHAMMED H (US)**Classification:****- International:** G06F17/30; G06Q30/00; G06F17/30; G06Q30/00;
(IPC1-7): G06F17/60; G06F3/00; G06F13/38**- European:** G06F17/30W7S; G06Q30/00A**Application number:** WO2002US39288 20021206**Priority number(s):** US20010336988P 20011207; US20010337793P
20011210**Also published as:** AU2002364148 (A1)**Cited documents:** US5913040
 US6314451
 US6268856
 US6011537
 US5740549[Report a data error here](#)**Abstract of WO03050744**

A method and apparatus for delivering content and advertisement is described. In one embodiment, the method includes: receiving a request for a target web page; sending a frames page including a plurality of frames and a frames page program module (410), where the plurality of frames comprises a content frame and an advertisement frame; receiving a request to load the content frame (415); sending content to load the content frame (412), where the content includes the target web page (412); receiving a request to load the advertisement frame (413). In another embodiment, the method includes: receiving a request for a target web page; receiving a request to load the content frame; sending content to load the frame; receiving a request to load the advertisement frame and sending an advertisement to load the advertisement frame.



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